

The
Newer
Knowledge
of Feminine
Hygiene

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ZONITE PRODUCTS CORPORATION

The
NEW VIEW *of* PERSONAL
DAINTINESS AMONG
WOMEN

*Secrecy and Ignorance no longer
Fashionable*

NOT so long ago there were comparatively few women who even discussed matters of personal daintiness and hygiene. Still fewer really understood the principles of this all-important matter, with its direct bearing on the health and happiness of every woman. Beginning with emergence from childhood, women were accustomed to stumble along unguided. Often they received harmful advice from others who were no better equipped with scientific information than they themselves.

The feminine toilette is no longer a mere matter of cosmetics and perfumery. Superficial or apparent cleanliness has become insufficient for the modern woman. New discoveries in the fields of medicine, chemistry and bacteriology have meant a great deal to the health and beauty of woman-kind, and the new tolerance toward frank



discussions of personal hygiene has developed more scientific habits of personal care.

It is not many years since the discovery of germs and their menace to human health. The tooth brush and hygienic care of the mouth and teeth are instances of some of the recent habits which take advantage of this discovery. Such new habits of health are daily reducing illness and discomfort and prolonging the normal span of life.

To enlightened women the discovery of germs has likewise developed a new habit of toilette, which is a most important measure of health precaution. It is the practice of vaginal douching or irrigation. The vaginal douche or irrigation is now universally recommended as an indispensable part of modern woman's toilette, and has inestimably increased the comfort and health assurance of the sex.

Unfortunately, the use of the vaginal irrigation has not hitherto been free from disadvantages and dangers. This has been entirely due to the employment of medications in the douche. In an earnest effort to arrest germ development, women have resorted to the addition of strong poisonous disinfectants and germicides to the irrigating fluids. These medications have practically made

the douche habit a menace to women, and converted a wholesome, cleanly practice into a danger.

Every well-informed physician, surgeon or chemist knows what an amount of ill health and unhappiness is caused annually through the wrongful use of caustic, burning fluids in the personal hygiene of women. Think of applying powerful poisons to the most delicate membranes of the human body! For that is what bichloride of mercury is—a poison. And that is what carbolic acid or cresol is—a poison. No matter how much they are diluted, no matter under what name they are sold—they are deadly poisons!

Ask any physician, and he will tell you that the continued use of such disinfectants is extremely and permanently harmful. The sensitiveness of the vaginal tract is dulled. Normal functions are interfered with. Operations are frequently made necessary.

These are facts which every woman should know. It is her duty to know. If she lets false modesty keep her from acquiring proper personal habits which are scientifically clean and hygienic, she is risking her own happiness and assisting to promote a serious national menace.



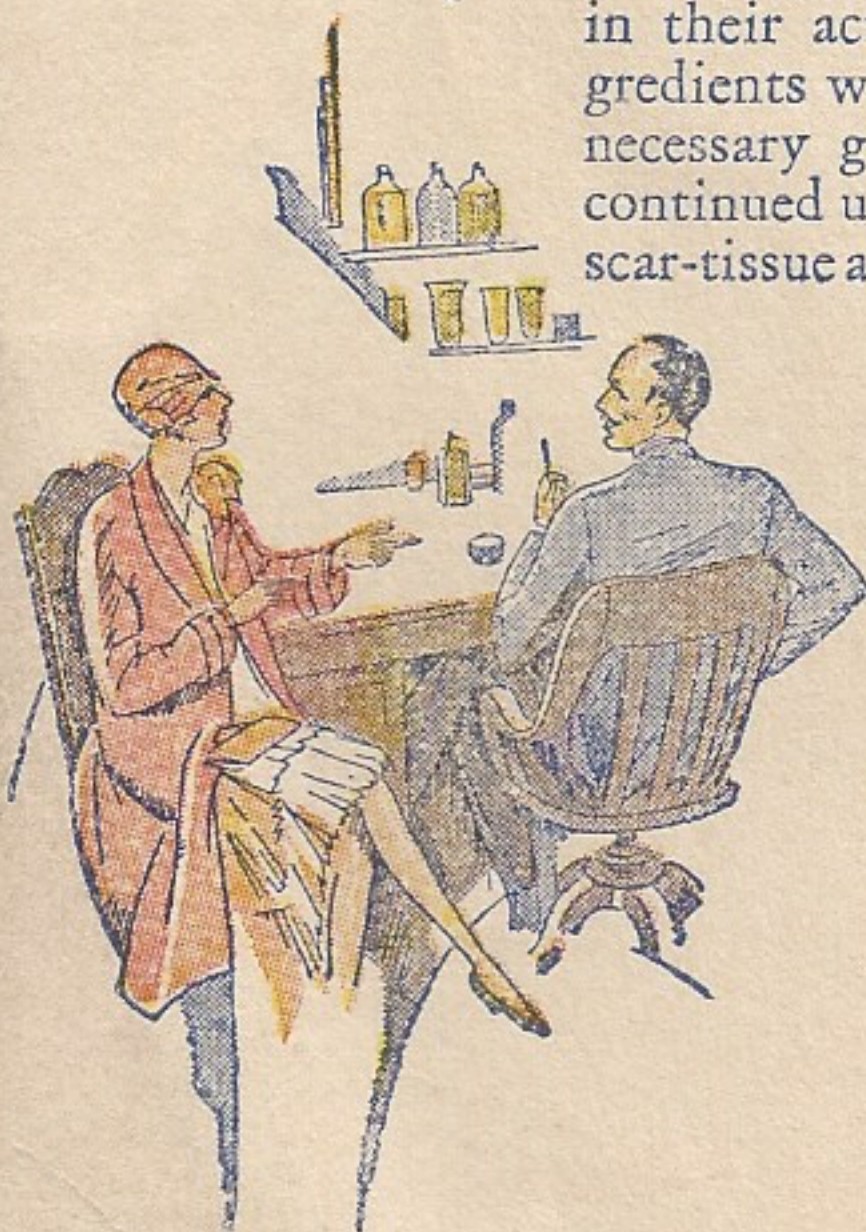
The SCIENTIFIC SIDE *of* IT

In order to support the foregoing by exact scientific terms, we quote the following statement made by the head of a prominent American biological laboratory:

"Bichloride of mercury and cresol compounds when used in sufficient strength to possess real value as germicides are destructive to tissue. Bichloride coagulates the cell fluids and if used repeatedly will deaden and toughen the tissues with which it comes in contact. There is always the danger of mercurial poisoning through its use.

"Most phenol and cresol preparations are compounded with soap in an effort to reduce the burning and irritation of these poisons. In spite of this they are corrosive and caustic in their action and the soap ingredients wash away many of the necessary gland secretions. Their continued use results in an area of scar-tissue and dullness and hardening of the membrane."

A well-known gynecologist has said: "No poisonous substance should be employed for douche medication unless it is ordered by a physi-



cian—and its application supervised by him. I have a harsh but convincing test which I ask my patients to employ, when they tell me that they use bichloride, carbolic acid or its derivatives in connection with the douche. I ask them: 'Would you rinse out your month with the dilution?' They usually shudder at the thought. And yet, the membranes and tissues of the mouth physiologically are practically the same as those of the vaginal tract. I have frequently taken a dilution one-half to one-fifth the strength of the dilution which the patient uses and made her hold a few drops in her mouth for five seconds or so. Invariably she can feel the sharp, caustic and corrosive action at once; and, after she had spit it out, the dry and withered feeling of the tissues would remain for over an hour. She can then imagine what a double or quadruple strength of the poison will do to the membranes of the vaginal tract! I know that this is a drastic and unpleasant experiment—but women must be shown, and this is the most effective way to show them."

Now THERE IS *no* EXCUSE

Many women in the past have been aware—in a vague way, perhaps—that these preparations are injurious and dangerous. These women, rather than run the necessary risks, *have chosen to abandon any*

real effort toward thorough personal hygiene in the scientific sense. This is plain language, but of course their intentions were good. There was nothing to take the place of the poisonous compounds of phenol and cresol, offered under various names but still powerful poisons—in fact, actually marked as poisons under the law.

Now, however, there is no such excuse. There IS a non-poisonous antiseptic which at proper dilutions may be used on the mucous membrane with no harmful effect whatsoever. Its name is Zonite.

WHAT ZONITE IS

Zonite is the electrolytic improvement of the great antiseptic principle discovered during the World War. This discovery has been proclaimed the greatest achievement in the field of medical science since the discovery of anaesthetics—a real godsend to stop an unprecedented sweep of infection in the war hospitals. In Zonite, stabilization and concentration of this new and valuable form of antiseptic has been achieved, and it is now available for personal hygiene.

Zonite is a colorless liquid that destroys odors and leaves no lasting odor of its own. Neither does it stain. In the presence of the natural secretions of the vaginal tract it has power actually to destroy

germ-life. Not only is it non-poisonous and non-irritating; but it is a decided aid to healing, and has a soothing tonic action on the membrane. The highest authorities recommend it.

According to standard laboratory tests Zonite has more than forty times the strength of peroxide of hydrogen. It is even *far more powerful* than any dilution of *carbolic acid* that can be safely applied to the human body. Because it has this strength, Zonite insures real surgical cleanliness whenever it is employed for the purpose of feminine hygiene and always without risk. Never can it disturb normal body functions nor injure the delicate tissues. Hospitals throughout the United States and Canada are now using Zonite regularly.

Your doctor knows about Zonite—ask him if he agrees with the above.

The TECHNIQUE *of the* DOUCHE

It is of prime importance that women understand the proper technique for using the douche. There are two methods: one involves the use of a douche-bag and the other the use of a bulb syringe.

If a bulb syringe is used, the "MARVEL WHIRLING SPRAY" is recommended. With this type of spray any position may



be adopted—standing, sitting or lying down.

If a douche-bag is used, it should hold about two liquid quarts. The tubing should be large enough (about $\frac{3}{8}$ to $\frac{1}{2}$ inch wide) and long enough (about 8 feet) so that a continuous flow of gentle force may be obtained from a height of about six feet above the user. The hard rubber nozzle should be so perforated as to cast jets in all directions. Warm water (100 to 110 degrees Fahrenheit) is best. One to two tablespoonfuls of Zonite to the quart is an effective yet soothing solution; and, while there is no danger in using greater concentrations, economy is desirable.

A semi-recumbent, or even prostrate position should be taken. The nozzle should be gently introduced and only to such depth as to avoid contact with the internal walls or organs. Enough fluid should be introduced to cause a slight distention of the vaginal cavity and a raising of the internal organs; this is necessary in order that the folds may be smoothed out and the antiseptic given an opportunity to reach the germs in the deeper crevices. The gyratory whirling action of the MARVEL WHIRLING SPRAY is specially designed to distend the folds in the membranes at just the right pressure.

With either method the best results are obtained from a medicated douche if the

patient will lie down for half an hour or longer. Be certain to wash the external parts as well as the internal. This technique of personal hygiene is simple and wonderfully efficacious.

Another and decided superiority of Zonite as a germ-destroyer is in the speed of its action. Its bacterial activities commence almost immediately upon contact with the fluids of the vaginal tract. The advantage of this is apparent. Most of the carbolic acid solutions require considerable time before they can yield any germicidal effect and the fluid is usually expelled beforehand. Zonite, on the contrary, kills germs at once.

We cannot emphasize too strongly the need for quick, thorough germicidal action such as Zonite provides. Every physician knows that germs of different types are to be found in the normal vagina, some having the power to cause disease. It is claimed that distress during menstruation is often traceable to the presence of germ-life. While it is not advisable to douche during the menstrual periods, the maintenance of antiseptic cleanliness at other times will help to assure painless and normal functioning.

For use during menstruation, a special means is provided for obtaining deodorization in connec-





tion with the sanitary dressing; namely, *Zonite Ointment*. This vanishing-cream form of Zonite is recommended for the purpose because of its soothing effect and convenient use. When spread upon the napkin it affords necessary disinfection, at the same time promoting cleanliness and comfort. Zonite Ointment also helps keep the parts unchafed by retarding clotting and crustations.

Nearly every woman at one time or another is afflicted by leucorrhea ("whites"), characterized by a whitish, viscous discharge. A Zonite douche will help to relieve the inflammation and to disinfect and cleanse the affected parts. When convenient a tampon of absorbent cotton may be used. This should be moistened well with the solution (1 teaspoonful to a glass of water) and inserted. If the leucorrheal discharge is noticeable in connection with menstruation, the tampon alone should be used.

MANY *other* USES for ZONITE

Though Zonite finds its greatest usefulness in the personal hygiene of women, it performs many other important functions in the toilette.

It seems at first glance too good to be true that a single preparation can serve so many different purposes. Yet the reason is

very simple. Zonite *actually kills germs*—germs of all kinds. Whether the germs enter the body through a wound or in a more natural way, Zonite will be found equally effective. Zonite does not bubble nor smell sweet, nor is its taste particularly agreeable. But it is reliable, it does the work, and it should be on the dressing table or in the medicine cabinet of every woman who desires real antiseptic cleanliness.

Another valuable aid is Zonite Ointment. This Ointment is an antiseptic preparation in the form of a vanishing cream. It is greaseless, stainless and pleasingly aromatic. Used for sunburn, it is soothing and healing. It allays the inflammation and protects against infection.

Many forms of eczema and other complexional rashes yield readily to Zonite Ointment, though skin troubles induced by systemic disorders should receive the attention of a physician. In the treatment of burns, mosquito bites, poison ivy, cold sores, chapped hands, prickly heat and burning feet, great comfort can be obtained from the use of either Zonite or Zonite Ointment.

Dandruff and itching scalp are caused as a rule by bacterial infection. Zonite acts with great promptness in controlling the germ causes of this condition, when used in the shampoo and when applied to combs and hair brushes.

The nose and the throat are especially

vulnerable points for the entrance of germs into the human body. Used as a gargle or nasal spray, Zonite is a remarkable preventive of colds, coughs, grippe and other diseases of the respiratory system. As a mouth wash it is effective in combatting the germs which cause pyorrhea. It purifies the breath and helps preserve the teeth. Zonite is also an efficient cleanser and disinfectant of dental plates, whether of metal or vulcanite.

FEMININE DAININESS

Embarrassing body odors are usually caused by a germ (*bacterium foetidum*) which infects the sweat glands of the armpits and other perspiration centers. Most "deodorants" either clog the pores or simply cover up the objectionable odors by perfuming. These methods are inefficient and sometimes harmful.

On the other hand, real relief may be obtained by the use of either Zonite or Zonite Ointment. The aromatic odor of Zonite Ointment is particularly pleasing when applied to the perspiration centers once or twice a day. It is entirely greaseless and stainless and does not close the pores or otherwise interfere with the normal functioning of the skin.



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